

Hawaiian Islands Humpback Whale National Marine Sanctuary Social Media Outreach



Project Title	Hawaiian Islands Humpback Whale National Marine Sanctuary Social Media Outreach
Project Summary	Help facilitate public awareness of ocean stewardship and whale conservation efforts through social media. Write posts, develop imagery, and promote special events to inspire the public near and far to engage with Hawaiian Islands Humpback Whale National Marine Sanctuary.
Country	United States

Project Description

Hawaiian Islands Humpback Whale National Marine Sanctuary spans across the islands of Kaua‘i, O‘ahu, Maui and the Island of Hawai‘i. Each island has volunteers dedicated to sharing the sanctuary’s mission of education, outreach, research, and resource protection activities to protect humpback whales and their habitat with visitors from around the world. We're seeking a creative individual to join this motivated and encouraging team to develop and design images, posts, and other social media products that can expand on our efforts to promote this mission.

Primary project tasks will be developing social media content:

- ? Research and draft multimedia content (posts, videos, infographics, etc.) for Facebook and Twitter with possible expansion into other social media platforms.
- ? Survey social media activity to identify emerging trends and recommend opportunities for future social media engagement relevant to the sanctuary’s diverse audiences.
- ? Create visually appealing templates for special event promotions on the various islands to be distributed through multi-platform media.

Required Skills or Interests

Skill(s)

Editing and proofreading

Infographic design

Marketing

Social media management

Additional Information

For more information on Hawaiian Islands Humpback Whale National Marine Sanctuary, please visit our website at: hawaiihumpbackwhale.noaa.gov

Language Requirements

None